

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor : Ken KUTARAGI et al.  
Filed : February 9, 2001  
For : IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS...  
Serial Number : 09/780,995

June 13, 2007

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

SIR:

In order to comply with discretionary regulations 37 CFR §§ 1.97 and 1.98, attached hereto is a copy of Form PTO-1449 and copies of the non-US documents (if any) listed thereon. These documents contain information which the Examiner may consider to be important in deciding whether to issue a patent in the instant application.

For documents written in a language other than English, English language abstracts and/or explanations are annexed thereto explaining relevancy in accordance with 37 CFR §1.98(a)(3).

As this statement is being filed after the filing of a Request for Continued Examination, no fee is due. However, any fee determined to be due with this statement may be charged to Deposit Account 50-1290.

The present Information Disclosure Statement is being submitted in compliance with 37 § CFR 1.56 as an Examiner might consider any cited document important in deciding whether to allow the application to issue as a patent, but the citation of each document is not to be construed as an admission that such document is necessarily relevant or prior art. No representation is

intended that the cited documents represent the results of a complete search, and it is anticipated that the Examiner in the normal course of examination, will make an independent search and will determine the best prior art consistent with 37 CFR §1.104 (a), and in the course of such search will review for relevance every document cited on the attached form even if not initialed.

Early and favorable consideration is respectfully solicited.

Any fee due with this paper may be charged on Deposit Account 50-1290.

Respectfully submitted,

/Brian E. Hennessey/

Brian E. Hennessey  
Reg. No. 51,271

Customer Number: 026304  
Docket No.: SCEI 18.302 (100809-16225)